

Message Text

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PAGE 01 TAIPEI 05352 120400Z
ACTION EB-08

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UNCLAS TAIPEI 05352

FOR BED/OIM/EA - KELLY

E.O. 11652: NA
TAGS: BEXP, TW
SUBJECT: CLOSING DAY REPORT

1. FLUID POWER COMPONENTS AND SYSTEMS
2. U.S. TRADE CENTER, TAIPEI, AUGUST 7-11, 1978
3. 18 PARTICIPANTS, 47 EXHIBITORS
 - A. NTM 31
 - B. OTM 16
4. DOLS 217,900
 - A. NTM 68,900
 - B. OTM 149,000
5. DOLS 4,695,000
 - A. NTM 2,815,000
 - B. OTM 1,880,000
6. NONE
7. NONE

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8. NA
9. NA
10. 2536 (UNOFFICIAL)
11. LOCAL AGENTS AND THE 18 REPRESENTATIVES OF AMERICAN FIRMS ATTENDING THE EXHIBITION WERE UNANIMOUS IN THEIR

PRAISE FOR FLUID POWER '78 - A HIGHLY SUCCESSFUL EVENT. JAPANESE FLUID POWER COMPONENTS AND SYSTEMS CURRENTLY HAVE A MAJOR SHARE OF THE TAIWAN MARKET. HOWEVER, WITH THE PRESENT DOLLAR/YEN VALUE, THE EXHIBITORS FIND AMERICAN MADE FLUID POWER COMPONENTS AND SYSTEMS MORE COMPETITIVE AND THEY ARE MAKING SUBSTANTIAL GAINS IN THE TAIWAN MARKET.

12. THE INDUSTRIAL DEVELOPMENT BUREAU AND THE CHINA PRODUCTIVITY CENTER OF THE REPUBLIC OF CHINA COOPERATED WITH THE TRADE CENTER DURING THE PROMOTION AND WITH THEIR INTEREST AND ENCOURAGEMENT, A TECHNICAL SALES SEMINAR WAS ORGANIZED. SEVEN SESSIONS WERE ARRANGED WITH PAPERS BEING PRESENTED BY TECHNICIANS OF AMERICAN FIRMS. THE SEMINAR WAS STAGED IN THE BRIEFING ROOM OF THE FORMOSA PLASTIC BUILDING WHICH IS LOCATED NEAR THE CENTER. ALL SEVEN SESSIONS WERE FILLED TO NEAR CAPACITY (150 SEATS). THE SEMINAR COMPLIMENTED THE EXHIBITION AND DREW ATTENDEES FROM ALL SECTIONS OF TAIWAN.

PRE SHOW PROMOTION VISITS TO CHUNGHUA, TAICHUNG, CHIAYI, TAINAN AND KAOHSIUNG PROVED HIGHLY SUCCESSFUL WITH 848 VISITORS BEING RECORDED FROM AREAS OUTSIDE OF TAIPEI. USICA SUPPORT WAS EXCELLENT AS THEY WORKED IN CLOSE COOPERATION WITH TRADE CENTER PERSONNEL IN UNCLASSIFIED

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ARRANGING "ON TARGET" CONTACTS. UNGER

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Message Attributes

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Secure: OPEN
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